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“NEAR-PEER CALL TO ACTION” VIDEO CONTEST OFFICIAL RULES

Submissions for the Near-Peer Call to Action Video Contest (“NEAR PEER VIDEO CONTEST”), will be accepted from October 28, 2014, through February 27, 2015. Videos must be uploaded to YouTube or Vimeo to be submitted. A college president or their designee must complete the contest entry form and submit a link to the submission video.

OFFICIAL RULES

OPEN ONLY TO INSTITUTIONS OF HIGHER OR POST-SECONDARY EDUCATION
("COLLEGE") AND ENROLLED STUDENTS AFFILIATED WITH THE COLLEGE.

By responding to the Near-Peer Video Contest, entrants accept and agree to be bound by these Official Rules. Any violation of these rules may, at Sponsor's discretion, result in disqualification. All decisions of the Sponsor regarding this Near-Peer Video Contest are final and binding in all respects. (The White House is referred to in these rules as the "SPONSOR").

1. **COMPETITION PERIOD.** Competition begins 1:00 AM EDT October 28, 2014, and ends 11:59 PM EDT February 27, 2015 ("CONTEST PERIOD"). Online entries must be received by the end of the Contest Period.

2. **ELIGIBILITY.** The Near-Peer Video Contest is only open to enrolled students ("FILMMAKERS") in college in the United States and U.S. territories. Contest entry must be made by a college president or their designee on behalf of enrolled student filmmakers (collectively, "ENTRANTS"). Videos produced for the contest must be the original work of students enrolled at the entering school.

3. **HOW TO ENTER.** In order to participate in the Near-Peer Video Contest, entrants must upload their video onto YouTube or Vimeo. Entrants must read to Official Contest Rules, submit the online entry form, and submit a link to their video on the White House website. Entries should demonstrate how college students at entering colleges design and implement near peer college immersion opportunities for high school juniors and/or seniors.

The entry must: (a.) include the title of an original video, (b.) the filmmaker's name(s), (c.) have been created on or after October 28, 2014, (d.) be five (5) minutes or less in length, including opening and/or closing credits, (e.) only use authorized content, including, without limitation, music, images, film clips, and other intellectual property, (f.) only contain images or likenesses of any individuals who have provided their authorization or whose parents or guardians have provided authorization if such individuals are under the age of majority in their jurisdiction of residence, (g.) be appropriate for viewing by the general public (appropriateness will be determined by the White House in its sole discretion), (h.) be originally authored or the entrant must have written permission to use copyright protected material.

All text, images, videos, and other content and materials submitted by entrants, including without limitation, the items described in subsections (a) – (h) above, shall be referred to hereafter as the "Submission." Entrant represents that Submission is the original work of entrant, it has not been copied

from others, and it does not violate the rights of any other person or entity. Entrant further represents that Submission adheres to the fundamental spirit of the Near-Peer Video Contest and does not contain any defamatory, obscene, or otherwise unlawful matter.

If selected as potential finalists, entrants (including student filmmakers) shall be required to complete a release confirming the consent, release and grant of rights set forth in Section 6 and provide such information as may be required by Sponsor in connection with the Near-Peer Video Challenge. The Sponsor reserves the right to disqualify any entry at its sole discretion.

4. VIDEO SELECTION AND NOTIFICATION. A panel of viewers (“PANEL”) selected by Sponsor will select finalists. The panel will review the Submissions according to the following criteria: (1.) Creativity in expression of the core elements in section 3 above, (2.) Originality of the Submission, and (3.) Quality of the Near-Peer experience, as captured in the final video product.

Finalists will be notified via email. Finalists have an opportunity to invite the First Lady to appear as a graduation speaker at their school

If any such finalist: (i) cannot be contacted; (ii) does not respond within five (5) days from the date the Sponsor first tries to notify her/him; or (iii) fails to return all releases and other requested documents, such participant forfeits. The White House in its sole discretion will select finalists, and may select entries to be featured on the White House website, YouTube channel, Vimeo, and other social media pages.

5. OWNERSHIP AND LICENSE. Ownership in any Submission shall remain the property of the filmmaker(s). Entry into this Near-Peer Video Contest constitutes entrant’s irrevocable and perpetual permission and consent, without compensation, with or without attribution, that the Sponsor may use, reproduce, print, publish, transmit, distribute, sell, perform, adapt, enhance, or display such Submission, and the entrant’s name and/or likeness, for any purpose, including any and all media now in existence or hereinafter created, throughout the world, for the duration or the copyright in the Submission. Sponsor and/or others authorized by the Sponsor shall have the right to edit, adapt, and modify the Submission.

6. PARTICIPATING ENTITIES. This Near-Peer Video Contest is administered by The White House, 1600 Pennsylvania Avenue, N.W., Washington, D.C. 20502.